



Beat Goes On As Tampico Partners With New DreamWorks 'Trolls' Series

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By Larissa Faw

Tampico Beverages is partnering with DreamWorks to support the entertainment brand's new Netflix series, *Trolls: The Beat Goes On*.

Macias Creative designed the creative for the campaign, while Roar Media is managing the digital marketing, as well as online and social media advertising.

The [campaign](#) leverages the beverage brand's official Instagram page by introducing the "Tampico Flavor Hunt" online game where players find hidden branded Tampico multi-pack beverages within a Troll Village.

Although the game is designed for families, those over age 18 are asked to leave a comment for the chance to win a \$100 Netflix gift card as an additional incentive.